

Transportation – Mode Shift Goals
Task Force Meeting No. 40, May 24, 2010



The Task Force is being asked to make a recommendation on a Transportation Mode Shift Goal for the City of San Jose to include within the General Plan Update. The Transportation Mode Shift Goal will indicate the City's goal for the percentage distribution within San Jose of future daily commute trips between single-occupant auto (drive-alone), carpool, transit, pedestrian and bicycle modes of travel.

The Task Force previously discussed Transportation Mode Shift at the December 14, 2009 and February 8, 2010 Task Force meetings. The December 14 discussion focused on the results of the traffic analyses performed for the five Land Use Study Scenarios. The February 8 discussion focused on the Task Force recommendation for a Transportation Mode Shift Goal and accompanying policies to support that goal. The May 24, 2010 meeting agenda provides an opportunity for the Task Force to finalize a recommendation on this topic.

At the December 14, 2009 Task Force meeting, staff presented preliminary transportation results for the five Land Use Study Scenarios, including transportation mode shift projections (e.g. a projection of the percentage distribution of future commute trips between single-occupant auto (drive-alone), carpool, transit, pedestrian and bicycle) for each of the five Land Use Study scenarios. It was noted that the traffic model projections indicate a similar percentage distribution and similar levels of total Vehicle Miles Traveled (VMT) for each of the scenarios. Task Force members requested that staff further explore policy changes that could increase the future share of commute trips conducted through alternative modes (e.g., non-single-occupant auto, bicycling) and decrease the total VMT to better align with the following Task Force Land Use and Transportation Guidelines:

- Plan for people not cars
- Reduce vehicle miles traveled and green house gasses
 - Manage congestion
 - Absorb growth in transportation demand through transportation mode shift
- Create walkable and bike friendly “neighborhood villages”
- Create complete and vibrant regional “hubs”

At the February 12 General Plan Task Force meeting, staff identified a set of mode shift and VMT reduction goals to help implement the Task Force Land Use / Transportation Guidelines. The chart below further defines different mode shift and VMT reduction goals that could be included as part of the General Plan Update:

Table 1 Potential Transportation Mode Shift Goals

Mode Share	Model Results	10% VMT Reduction	20% VMT Reduction	40% VMT Reduction
Drive Alone	69%	61%	55%	40%
Carpool	19%	15%	12%	10%
Transit	9%	12%	15%	20%
Bike	1.50%	6%	9%	15%
Walk	1.50%	6%	9%	15%

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Based upon input received from the Task Force at the February 8, 2010 meeting, staff has further refined the proposed transportation policies that would support achievement of the proposed VMT reduction goals (See Attachment A).

Staff recommends that the Task Force adopt a 40% VMT reduction goal for the life of the General Plan (2040) with a phased approach to implementation of this goal as follows:

- 10% VMT Reduction (Horizon 1) – Upon adoption of the General Plan Update, begin implementation of policies to achieve a 10% VMT reduction. These policies include requirements generally supported by the Task Force and additional developer incentives added at the Task Force's request.
- 20% VMT Reduction (Horizon 2 or later) – The 20% VMT reduction program can be implemented during a future Horizon Year for the General Plan. Staff recommends that as part of a City Council review conducted 8-10 years after initial approval of the General Plan Update, the City Council consider implementation of the next tier of VMT reduction policies that support a 20% VMT reduction goal, based on an evaluation of the success of the initial VMT reduction program and the status of the City's progress toward achievement of other General Plan goals.
- 40% VMT Reduction (Regional Cooperation) – Achievement of up to an additional 20% VMT reduction (40% VMT reduction goal) will require regional congestion pricing policies. The possible VMT level reductions will be determined by the cost and aggressiveness of the proposed regional policies. As part of the General Plan transportation goals and policies, the City should express support for regional adoption of regional "pricing" solutions to encourage a higher level of mode shift. Successful implementation of these types of policies requires regional cooperation and staff does not recommend that that San Jose unilaterally attempt their implementation. Implementation of regional policies could occur in parallel with implementation of the recommended local policies.